ABSTRACT OF THE DISCLOSURE

A key frame memory stores key frames which were obtained by photographing a product from various viewpoints in vertical and horizontal directions, preferably at predetermined angular
5 intervals. An intermediate frame position acquiring unit acquires a position of an intermediate frame to be generated, for example from user input, in relation to the key frames. A matching processor computes a matching between the key frames adjacent to the intermediate frame. An intermediate frame
10 generator generates the intermediate frame using interpolation based on the matching results.